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receiving over said data network from an advertiser one or more predetermined constraints defining desired characteristics of the said one or more target users to whom said advertiser desires to deliver said advertisement into said advertising spot;

determining a price for the said advertising spot using based on the said one or more predetermined constraints; and

transmitting to the said advertiser over the data network, the said price determined for said advertising spot for the said advertiser's acceptance, rejection, or counteroffer.

2. (Currently Amended) The method of claim 1, wherein the said one or more predetermined constraints are demographic information selected from the group consisting of, including at least one of gender, income, hobby, and age.

3. (Canceled)

4. (Currently Amended) The method of claim 1, wherein the said determining step comprises:

(a) searching an individual inventory containing profile information related to a plurality of individuals, each of the plurality of individuals having a profile, the searching performed to determine the said one or more target users by comparing the said one or more predetermined constraints to the profiles of the said plurality of individuals to locate matches between the one or more predetermined constraints and the profiles of the plurality of individuals and identifying said target users whose profiles match the one or more predetermined constraints; and

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(b) ~~calculating determining from the matches a the price for transmitting delivering~~
~~the said advertisement to the said identified one or more target users based on a predetermined~~
~~formula based on the number of said target users identified in (a).~~

5. (Currently Amended) The method of claim 4, wherein the ~~predetermined formula~~
~~said step of determining calculating the price~~ comprises:

~~apportioning a weighted significance to a saturation level, an age, an income, a gender,~~
~~and a hobby of each of the one or more target users, the saturation level corresponding to a~~
~~demand for each target user to receive the advertisement.~~

~~accessing an index of each of said predetermined constraints associated with each of said~~
~~one or more target users;~~

~~specifying, by the advertiser, a coefficient of each of said predetermined constraints~~
~~associated with each of said one or more target users.~~

~~determining a demand for each of said one or more target users based on said index and~~
~~said coefficient;~~

~~calculating an individual price for delivering the advertisement to each of said one or more~~
~~target users based on the demand for that particular target user; and~~

~~computing the price for delivering said advertisement to said one or more target users~~
~~based on the calculated individual prices.~~

6. (Previously Presented) The method of claim 5, wherein the demand for each said
particular target user further comprises an amount of time available for each said particular target
user to receive the said advertisement.

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7. (Currently Amended) A method for determining a price for an advertising spot for ~~transmitting~~ delivering an advertisement to one or more target users during transmission of a motion picture, comprising:

receiving, from an advertiser over a data network, one or more predetermined constraints defining desired characteristics of the said one or more target users that the advertiser desires to receive the advertisement to whom said advertiser desires to deliver an advertisement using said advertising spot during the transmission of a motion picture;

searching an individual inventory containing individual profile information pertaining to a plurality of individuals, ~~each of the plurality of individuals associated with a profile;~~

6.1
comparing ~~each of the profiles of the plurality of individuals to~~ the one or more predetermined constraints to the profiles of the plurality of individuals to locate matches between the profiles of the plurality of individuals and the one or more predetermined constraints, the matches identifying the one or more target users identify said one or more target users whose profiles match the one or more predetermined constraints;

determining ~~from the matches~~, according to said identified one or more target users, the a price for transmitting delivering the advertisement to the identified one or more target users based on a predetermined formula during transmission of a motion picture; and

transmitting, to the said advertiser over the data network, the price for the advertiser's acceptance, rejection, or counteroffer.

8. (Currently Amended) A system for ordering an advertising spot for an advertisement ~~over a data network to be transmitted to one or more target users during transmission of a motion picture,~~ comprising:

a broadcast server ~~programmed~~ configured to

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receive, from an advertising client over a data network, one or more predetermined constraints defining desired characteristics of the one or more target users to whom the advertiser desires to deliver said advertisement using said advertising spot during transmission of a motion picture,

search an individual inventory containing profile information related to a plurality of individuals, each of the plurality of individuals having a profile,

compare the said one or more predetermined constraints to the said profiles information of said of the plurality of individuals to locate matches between the one or more predetermined constraints and the profiles of the plurality of individuals, the matches identifying the one or more target users identify the one or more target users whose profiles match the one or more predetermined constraints,

determine ~~from the matches~~, according to said identified one or more target users, the a price for transmitting delivering the advertisement to the identified one or more target users based on a predetermined formula during transmission of a motion picture, and

transmit, to the advertiser client over the data network the price for the advertiser's acceptance, rejection, or counteroffer.

9. (Currently Amended) ~~A computer-readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system~~ An article with readable medium having instructions stored therein that, when executed by a machine, cause to perform a method for ordering selecting an advertising spot for an advertisement over a data network to be transmitted to one or more target users during transmission of a motion picture, the method comprising and result in the following:

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receiving, from an advertiser over a data network, one or more predetermined constraints defining desired characteristics of the one or more target users to whom the advertiser desires to deliver said advertisement using said advertising spot during transmission of a motion picture;

determining a price for the said advertising spot using based on the one or more predetermined constraints;

transmitting, to the said advertiser over the data network, the price for the said advertising spot; and

receiving an order from the said advertiser over the data network for the said advertising spot.

10. (Currently Amended) ~~A computer-readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system. An article with readable medium having instructions stored thereon that, when executed by a machine, cause to perform a method for determining a price for an advertising spot for transmitting an advertisement to one or more target users during a motion picture, comprising and result in the following.~~

receiving, from an advertiser over a data network, one or more predetermined constraints defining desired characteristics of the one or more target users that an advertiser desires to receive the advertisement to whom the advertiser desires to deliver the advertisement using the advertising spot during transmission of a motion picture;

searching an individual inventory containing profile information related to a plurality of individuals, each of the plurality of individuals having a profile;

comparing each of the profiles of the plurality of individuals to the one or more predetermined constraint to locate matches between the profiles of the plurality of individuals and the one or more predetermined constraints, the matches identifying the one or more target users the one or more predetermined constraints to said profile information of said plurality of

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individuals to identify target users whose profiles match said one or more predetermined constraints;

determining from the matches a, according to said identified one or more target users, the price for transmitting delivering the said advertisement to the said identified one or more target users based on a predetermined formula during transmission of a motion picture; and

transmitting, to the advertiser over the data network, the price for the advertiser's acceptance, rejection, or counteroffer.

11. (Canceled)

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Currently Amended) A system for determining a price for an advertising spot embedded within motion picture content, comprising:

means for receiving, from an advertiser over a data network, one or more predetermined constraints defining desired characteristics of one or more target users that the advertiser desires to receive an advertisement to whom the advertiser desires to deliver an advertisement that fills the said advertising spot;

means for determining a price for the said advertising spot using based on the said one or more predetermined constraints; and

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means for transmitting, to said advertiser over the data network, ~~an offer to the advertiser~~
to purchase the said advertising spot at the determined price.

19 (Currently Amended) The system of claim 18, wherein the said means for determining a price includes:

means for searching an individual inventory containing profile information related to a
plurality of individuals, ~~each of the plurality of individuals having a profile;~~

means for comparing the said one or more predetermined constraints to the said profiles
information of the said plurality of individuals to locate matches between the one or more
predetermined constraints and the profiles of the plurality of individuals, the matches identifying
the one or more target users identify said one or more target users whose profiles match said one
or more predetermined constraints; and

means for determining ~~from the matches, according to said identified one or more target~~
users, the a price for transmitting delivering the said advertisement to the said identified one or
more target users based on a predetermined formula during transmission of a motion picture.

20. (Currently Amended) The system of claim 19, wherein the ~~predetermined formula~~
accounts for said means for determining a price takes into account a demand for the said one or
more target users.

21. (Currently Amended) The system of claim 19, wherein the ~~predetermined formula~~
accounts for said means for determining a price takes into account a supply and demand for the
said plurality of individuals in the said individual inventory.

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22. (Currently Amended) The system of claim 19, wherein the ~~predetermined formula is the sum of the products of index values and coefficients~~ the means for determining the price comprises:

means for accessing an index of each of said predetermined constraints associated with each of said one or more target users;

means for specifying, by the advertiser, a coefficient of each of said predetermined constraints associated with each of said one or more target users;

means for determining a demand for a target user based on the index and the coefficient of each of the predetermined constraints associated with the target user;

means for calculating an individual price for delivering the advertisement to a target user based on the demand for the target user, and

means for computing the price for delivering the advertisement to the one or more target users based on the calculated individual prices.

23. (Currently Amended) A method for an advertiser to order an advertising spot for an advertisement ~~over a data network to be transmitted to one or more target users during transmission of a motion picture~~, comprising:

transmitting, to a broadcaster over a data network, one or more predetermined constraints defining desired characteristics of the one or more target users that the advertiser desires to receive the advertisement to whom the advertiser desires to deliver an advertisement that fills an advertising spot embedded within a motion picture;

receiving, from the broadcaster over the data network, an offer from the broadcaster to purchase an said advertising spot at a price, wherein the price is determined by the broadcaster by

comparing the one or more predetermined constraints to profiles of a plurality of individuals to locate matches there between, the matches identifying the one or more

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target users identify target users whose profiles match with the one or more predetermined constraints, and

calculating, based on the identified one or more target users, the price based on a predetermined formula for delivering the advertisement to the identified one or more target users, and

transmitting, to the broadcaster over the data network, an order for the advertising spot to the broadcaster.

24. (Currently Amended) The method of claim 1, further ~~including the step of~~ comprising the step of transmitting the advertisement within the advertising spot to the one or more target users during transmission of the motion picture.

25. (Currently Amended) The method of claim 1, further ~~including the step of~~ comprising the step of providing, to the advertiser over the data network, demographic information characterizing the said one or more target users that receive the advertisement identified based on said one or more predetermined constraints.

26. (Currently Amended) The method of claim 4, wherein ~~the predetermined formula accounts for~~ said determining the price takes into account a demand for the said one or more target users.

27. (Currently Amended) The method of claim 4, wherein ~~the predetermined formula accounts for~~ said determining the price takes into account a relationship between a supply and a demand for the said plurality of individuals in the said individual inventory.

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28. (Currently Amended) The method of claim 23 4, ~~wherein the predetermined formula is the sum of the products of index values and coefficients~~ further comprising the step of receiving, from said broadcaster over said data network, demographic information characterizing said one or more target users identified based on said one or more predetermined constraints.

29. (Currently Amended) The method of claim 7, further including the ~~step of~~ comprising the step of transmitting the advertisement to the said one or more target users during transmission of the motion picture.

30. (Currently Amended) The method of claim 7, further ~~including the step of~~ comprising the step of providing, to the advertiser over the data network, demographic information characterizing the said one or more target users identified based on the said one or more predetermined constraints.